

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
Gerald H. Ablan )  
) Art Unit: 3621  
Serial No.: 09/644,411 )  
) Examiner: C. Hewitt II  
Filed: August 23, 2000 )  
)  
For: Auction Management System )

AMENDMENT

Commissioner for Patents  
Mail Stop Non-Fee Amendment  
P.O. Box 1450  
Alexandria, VA 22313-1450

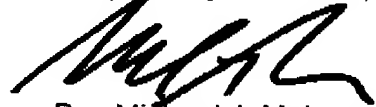
April 4, 2006

Customer Number 35,725

Sir:

Please cancel all pending claims and enter the following new claims as shown.

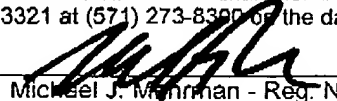
Respectfully submitted,



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 4-4-2006  
Michael J. Mehrman - Reg. No. 40,086 Date

1-66 (canceled)

67. (new) An auction management system implemented by a computer-controlled apparatus, comprising:

a menu-driven utility configured to assemble auction submissions from predefined advertisement templates, product images, textual descriptions, and user-specified auction parameters entered into the advertisement templates, and to store the auction submissions in an electronic auction submission library;

an electronic auction monitoring report configured to display a plurality of auction management records within a common view, wherein each auction management record displays information pertaining to a respective auction submission and comprises tracking fields identifying post-sale activities to be performed in connection with the sale, wherein the view of each tracking field is alterable to indicate a completion status of its associated post-sale activity; and

an auction consolidation engine configured to post the auction submissions to one or more electronic auctions in accordance with the user-specified auction parameters, automatically revisit the auction sites, extract updated auction information pertaining to the auction submissions, update the auction monitoring report with the updated auction information, determine that a successful auction submission has resulted in a sale to a buyer, and update the auction management record for the successful auction submission with closed auction data associated with the sale.

68. (new) The auction management system of claim 67, wherein the auction consolidation engine is configured to receive user input altering the view of a selected tracking field to indicate completion of its associated post-sale activity.

69. (new) The auction management system of claim 67, wherein the auction consolidation engine is configured to:

automatically perform a predefined post-sale operation in connection with the sale in accordance with settings data associated with the auction management record for the successful auction submission; and

automatically display a corresponding tracking field in a state indicating completion of the post-sale operation.

70. (new) The computer-readable medium of claim 69, wherein the predefined post-sale operation comprises sending a purchase notification message to the buyer.

71. (new) The computer-readable medium of claim 69, wherein the predefined post-sale operation comprises sending an auction feedback message to a host of the auction that resulted in the sale.

72. (new) The computer-readable medium of claim 67, wherein the menu-driven utility comprises functionality operative for:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions;

displaying a menu-driven user interface configured to receive user commands creating the auction submissions;

receiving user instructions through the user interface to create a subject auction submission for a selected item, the instructions comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters fields in a format defined by the selected advertisement template; and

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters fields.

73. (new) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating a plurality of auction submissions for offering items for sale at auction;

posting the auction submissions to one or more auction sites;

displaying an auction monitoring report comprising a plurality of auction management records displayed within a common view, wherein each auction management record displays information pertaining to a respective auction submission;

revisiting the auction sites to extract updated auction information pertaining to the auction submissions;

updating the auction monitoring report with the updated auction information;

determining that a successful auction submission has resulted in a sale to a buyer;

updating the auction management record for the successful auction submission with closed auction data associated with the sale;

displaying tracking fields in association with the auction management record for the successful auction submission identifying post-sale activities to be performed in connection with the sale; and

altering the view of the tracking fields to indicate completion of the associated post-sale activities.

74. (new) The computer-readable medium of claim 73, further comprising the step of receiving user input altering the view of a selected tracking field to indicate completion of its associated post-sale activity.

75. (new) The computer-readable medium of claim 73, further comprising the step of responding to the sale by:

automatically performing a predefined post-sale operation in accordance with settings data associated with the auction management record for the successful auction submission; and

automatically displaying a corresponding tracking field in a state indicating completion of the post-sale operation.

76. (new) The computer-readable medium of claim 75, wherein the predefined post-sale operation comprises sending a purchase notification message to the buyer.

77. (new) The computer-readable medium of claim 75, wherein the predefined post-sale operation comprises sending an auction feedback message to a host of the auction that resulted in the sale.

78. (new) The computer-readable medium of claim 73, wherein the predefined post-sale operation comprises creating and storing a billing record containing the auction closed data.

79. (new) The computer storage medium of claim 73, further comprising the step of revisiting the auction sites to extract updated auction information in response to a user request for access to the auction monitoring report.

80. (new) The computer storage medium of claim 73, wherein each auction management record comprises a row displaying the information pertaining to its respective auction submission and the tracking fields are displayed as icons.

81 (new) The computer storage medium of claim 73, wherein tracking fields include tracking fields for purchaser notification, payment received, auction item shipped, and payment received.

82. (new) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions;

displaying a menu-driven user interface configured to receive user commands creating the auction submissions;

receiving user instructions through the user interface to create a subject auction submission for a selected item, the instructions comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters fields in a format defined by the selected advertisement template;

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters fields;

storing the subject auction submission in an electronic auction submission library comprising a plurality of similarly created previously posted auction submissions; and

posting the subject auction submission to an electronic auction site to offer the item for sale at a subject auction.

83. (new) The computer-readable medium of claim 82, further comprising the steps of:

determining that the subject auction submission has resulted in a sale to a purchaser;

obtaining closed auction data associated with the sale;

creating a billing record comprising the closed auction data;

transmitting the billing record to the purchaser; and

storing the billing record in a billing record library.

84. (new) The computer-readable medium of claim 83, further comprising the steps of:

creating a sales record comprising the closed auction data;

receiving information regarding shipping and payment in association with the sale; and

entering the shipping and payment information into the sales record; and

storing the sales record in a sales record library.

85. (new) The computer-readable medium of claim 82, further comprising the steps of:

creating an auction monitoring report configured to display a plurality of auction management records within a common view, wherein each auction management record displays information pertaining to a respective auction submission and comprises tracking fields identifying post-sale activities to be performed in connection with the sale, wherein the view of each tracking field is alterable to indicate a completion status of its associated post-sale activities; and

automatically revisiting the auction sites to extract updated auction information pertaining to the auction submissions, updating the auction monitoring report with the updated auction information, determining that a successful auction submission has resulted in a sale to a buyer, and updating the auction management record for the successful auction submission with closed auction data associated with the sale.